



LET'S SUPERSIZE ENGAGEMENT WITH TODAY'S YOUNG PEOPLE.

Thanks for taking part in my presentation! In the following pages, you'll find the PowerPoint slides you requested.

As I shared in my keynote, engagement is the key to unlock everything for the younger generations: consistent attendance, positive behaviors, enhanced performance, better outcomes, and more.

If you'd like to dig deeper, here are further resources:

- [YouTube](#): More content, tools, and insights from my work
- [Competitive Advantage Track](#): Through this free video series and action guides, I'll introduce the what, why, and how of competitive advantage to the young people in your sphere of influence
- [Flexible Lesson Framework](#): Easily teach 21 professional and life skills to students in preK through college/workforce development with the Skill Tree flexible lesson framework
- [Career Tree](#): Don't just check the career exploration box—bring it to life with the Career Tree, designed specifically for today's younger generations

Finally, if you'd like to connect directly with my team to discuss your organization's needs, we'd love to talk. [Reach out today!](#)

A handwritten signature in black ink, appearing to read 'Mark C. Perna', with a long horizontal line extending to the right.

MARK C. PERNA
SPEAKER | AUTHOR | CEO

CONNECT WITH ME

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MARK C. PERNA



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Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations

WELCOME...

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Unleashing Passion, Purpose, and Performance in Younger Generations

PRESENTED BY
MARK C. PERNA Speaker, Author, and CEO

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The Shifting Landscape
Education & Workforce Development

2

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The World Has Changed

3

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THE FUTURE OF SKILLS

- Up to **40% of core job skills** are expected to change and **50% of employees** will need to learn new skills
(World Economic Forum "Future of Jobs" report)
- 375 million workers globally** might have to change occupations in the next decade to meet companies' needs
(McKinsey Global Survey)
- 66% of workers** in Australia, UK and US said L&D opportunities make or break their decision to take a job or stay at a company
(HigherEd Dive)

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The World Has Changed

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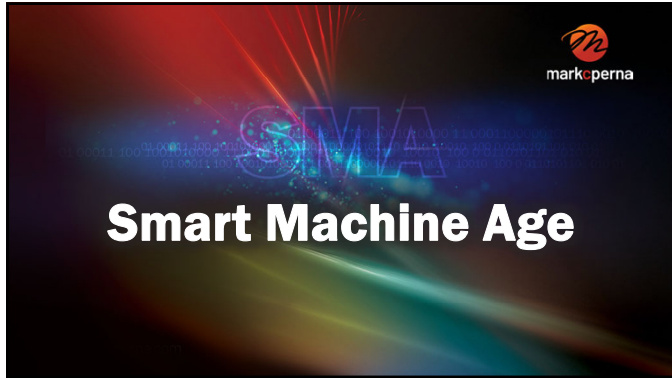
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COMPETITIVE ADVANTAGE

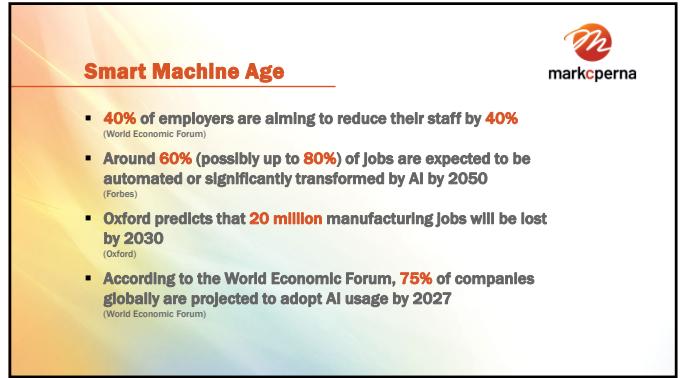
Academic Knowledge
Professional/Life Skills
Technical Competencies

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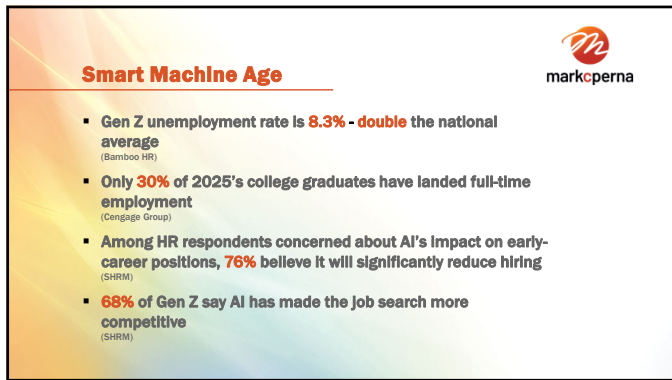
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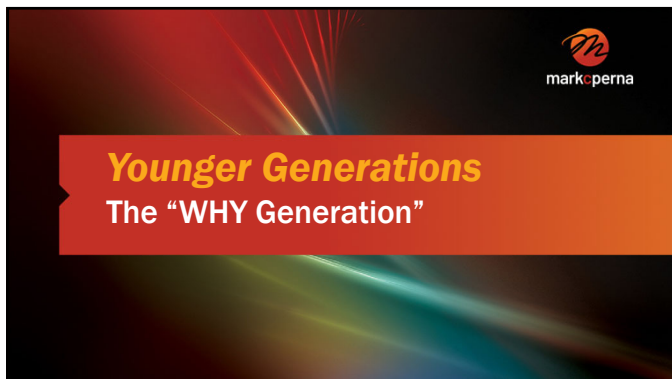
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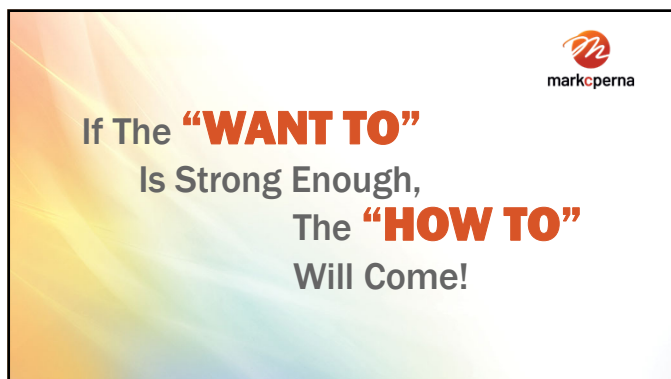


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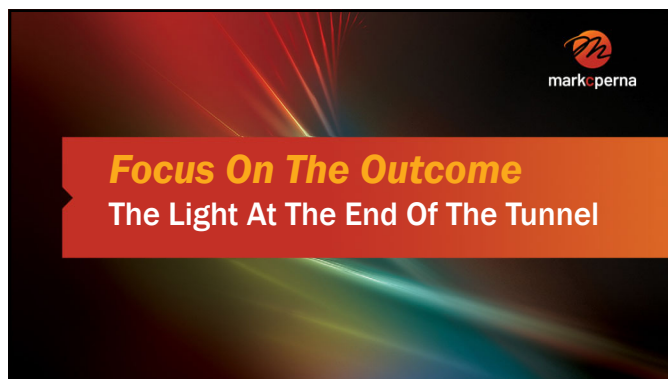


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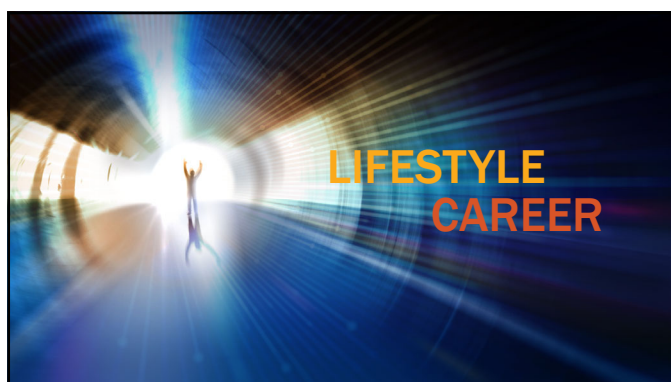
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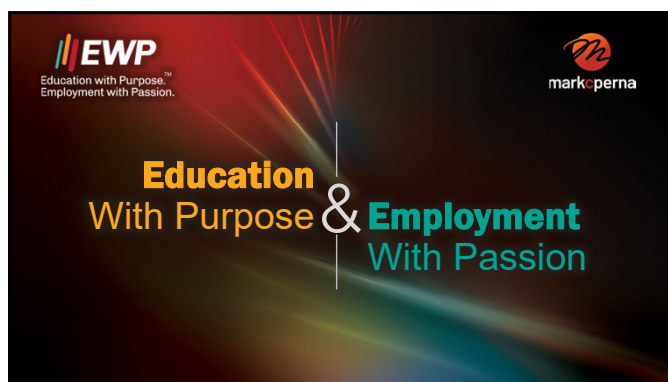
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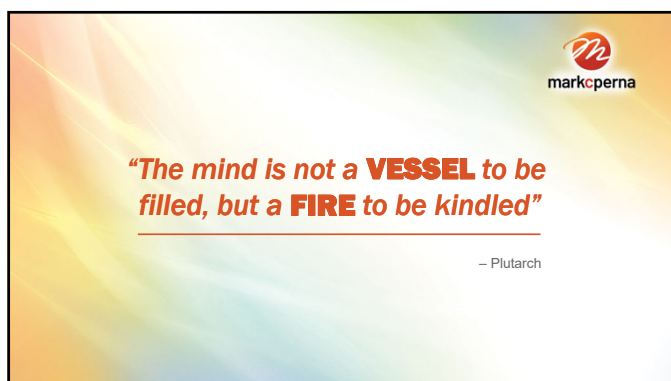
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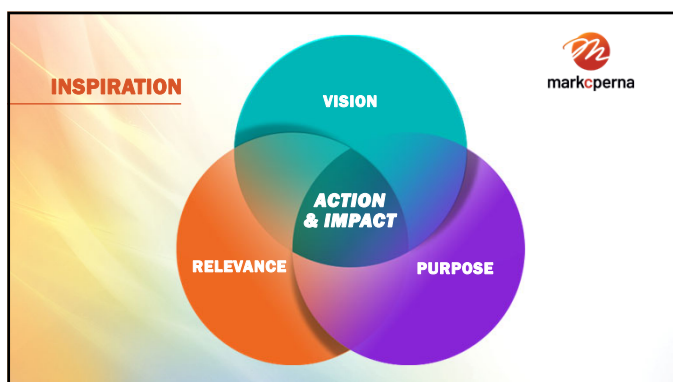
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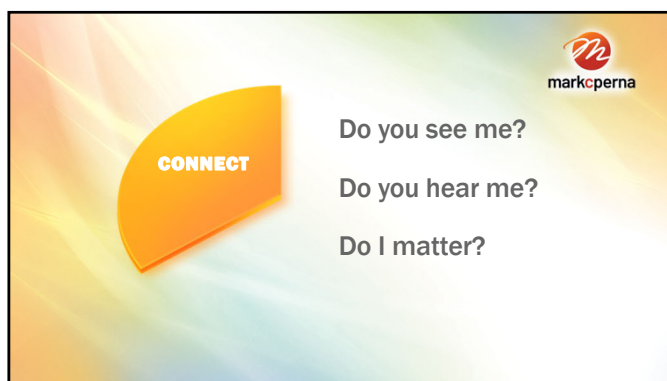
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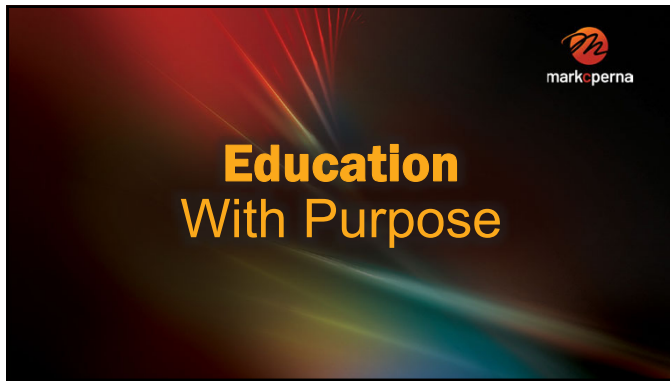


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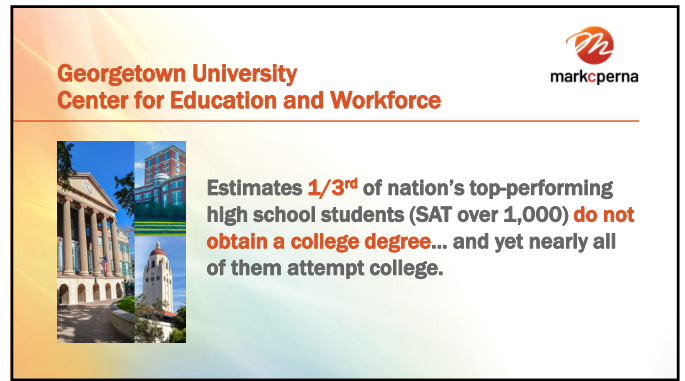


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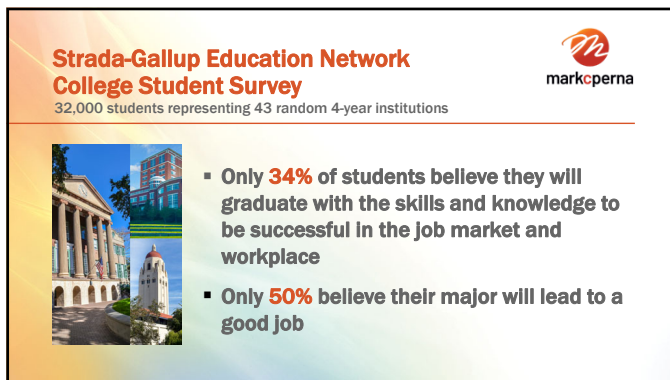
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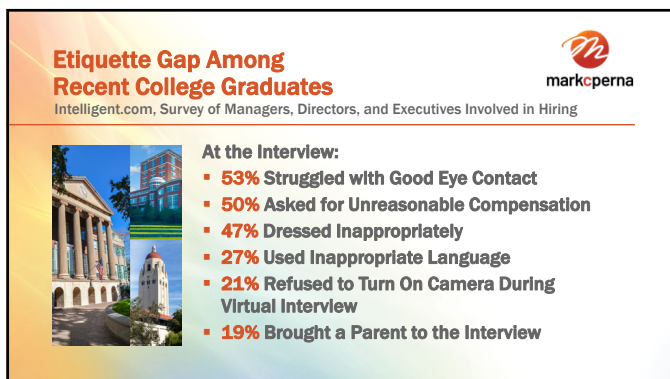
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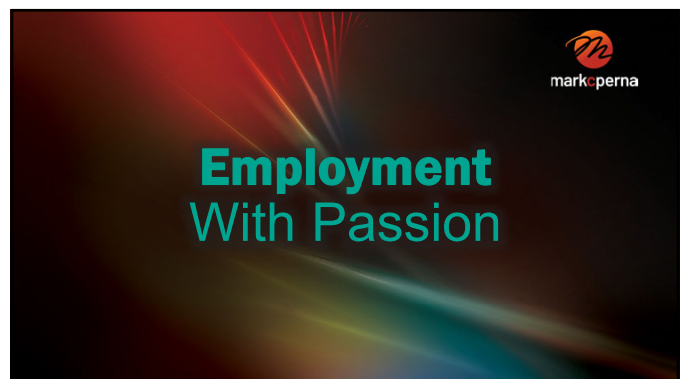
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Transitioning to Skills-Based Hiring

- Nearly **70%** of U.S. jobs require a bachelor's degree, but only **37%** of the workforce has one (OpportunityAtWork; U.S. Census Bureau)
- Skills-first hiring** increases the talent pool for Gen Z by **10.3x** and Millennials by **9x** (LinkedIn)

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EWP
 Education with Purpose.
 Employment with Passion.

Education With Purpose & Employment With Passion

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BIOMEDICAL SCIENCE

TECHNICAL CAREERS
 (Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Dental Hygienist
- Emergency Medical Technician (EMT)
- Clinical Lab Assistant
- Surgical Technician
- Radiology Technician
- Physical Therapy Assistant
- EKG Technician
- Paramedic
- Crime Scene Investigator
- Phlebotomist
- Optician
- Histology Technician

ENTRY-LEVEL CAREERS
 (with Program Completion)

- 911 Operator
- Durable Medical Equipment Sales
- Lab Assistant
- Charge Assistant
- Occupational Physical Therapy Assistant
- Orthographic Technician
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transport
- Hospital Nutrition Assistant
- Sterilization Assistant

PROFESSIONAL CAREERS
 (Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Biomedical Engineer
- Physician
- Physical Therapist
- Certified Athletic Trainer
- Epidemiologist
- Food Scientist
- Genetic Counselor
- Medical Examiner
- Medical Laboratory Scientist
- Registered Nurse
- Veterinarian
- Microbiologist

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ENTRY-LEVEL CAREERS
 (with Program Completion)

- 911 Operator
- Durable Medical Equipment Sales
- Lab Assistant
- Morgue Assistant
- Occupational/Physical Therapy Assistant
- Scrub/Surgical Technician
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transport
- Hospital Nutrition Assistant
- Sterilization Assistant

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 (Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

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 (Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

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DEER VALLEY

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Dental Hygienist
- Emergency Medical Technician (EMT)
- Clinical Lab Assistant
- Surgical Technician
- Building Technician
- Physical Therapy Assistant (PTA)
- Pharmacist
- Crime Scene Investigator
- Phlebotomist
- Optician
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PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Biomedical Engineer
- Physicist
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- Endocrinologist
- Food Scientist
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- Medical Examiner
- Medical Laboratory Scientist
- Registered Nurse
- Veterinarian
- Microbiologist

ENTRY-LEVEL CAREERS
(with Program Completion)

- Call Operator
- Reusable Medical Equipment Sales
- Lab Assistant
- Morgan Assistant
- Occupational/Physical Therapy Assistant
- Biological Technician
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transport
- Hospital Reception Assistant
- Sterilization Assistant

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

BIOMEDICAL SCIENCE

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JEFFCO PUBLIC SCHOOLS

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Gaming Writer
- Paralegal
- Content Strategist
- Social Media Manager
- Social Media Writer
- Publisher
- Concierge
- Tour Guide
- ESOL Teacher
- Web Content Manager
- Web Content Writer
- Content Manager

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Script Doctor
- Therapist
- English/Language Arts High School Teacher
- Ghost Writer
- College Professor
- Technical Writer
- Lawyer
- Marketing Executive
- Curator
- Educational Consultant
- Writer/Author

ENTRY-LEVEL CAREERS
(with Program Completion)

- Community Organizer
- Fundraiser
- Social Media Coordinator
- Office Clerk
- Content Creator
- Desk Clerk/Hospitality
- Copywriter
- Reporter
- Blogger
- Private Tutor
- Office Manager
- Library Assistant

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

ENGLISH

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(with Program Completion)

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PROFESSIONAL SKILLS

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ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

ENGLISH

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EDUCATION WITH PURPOSE
CAREER TREE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Master Electrician - Residential and Commercial
- Low Voltage Systems Technician/Fire and Security
- Business Owner (Self-Employed)
- Foreman
- Licensed Electrician
- Marine Electrician
- Solar and Wind Renewable Energy Technician
- Industrial Control Specialist
- Electrical Estimator
- Maintenance Facility Electrician
- Theme Park Electrician

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Electrical Engineer
- Electrical System Project Designer
- Project Manager
- Electrical Instructor
- Home Automation Installer
- Systems Integrator
- Renewable Energy System Designer
- Power Plant Technician
- Utility System Infrastructure Designer
- Electrical Designer/Architect

ENTRY-LEVEL CAREERS
(Self-Program, Compulsory)

- Apprentice Electrician
- Apprentice Fire Alarm Technician
- Apprentice Security System Technician
- Cable Television Installer
- Telecommunication Technician Representative
- Material and Equipment Manager
- Office Manager
- Utility Worker
- Manufacturer's Representative
- Delivery Person
- Home Theater Installer

ACADEMICS | **EXPERIENCES** | **PASSION** | **PROFESSIONAL SKILLS**

ELECTRICAL

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ENTRY-LEVEL CAREERS
(with Program Completion)

- Apprentice Electrician
- Apprentice Fire Alarm Technician
- Apprentice Security System Technician
- Cable Television Installer
- Telecommunication Technician Representative
- Material and Equipment Manager
- Office Manager
- Utility Worker
- Manufacturer's Representative
- Material and Equipment Delivery Person
- Home Theater Installer

PROFESSIONAL SKILLS

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EDUCATION WITH PURPOSE
CAREER TREE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Master Electrician - Residential and Commercial
- Journeyman Electrician - Residential and Commercial
- Low Voltage System Technician/Fire and Security
- Business Owner (Self-Employed)
- Foreman
- Licensed Electrician
- Marine Electrician
- Solar and Wind Renewable Energy Technician
- Industrial Control Specialist
- Electrical Estimator
- Maintenance Facility Electrician
- Theme Park Electrician

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EDUCATION WITH PURPOSE
CAREER TREE

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EDUCATION WITH PURPOSE
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ACADEMICS | **EXPERIENCES** | **PASSION** | **PROFESSIONAL SKILLS**

ELECTRICAL

ELECTRICAL ENGINEER

JOURNEYMAN ELECTRICIAN

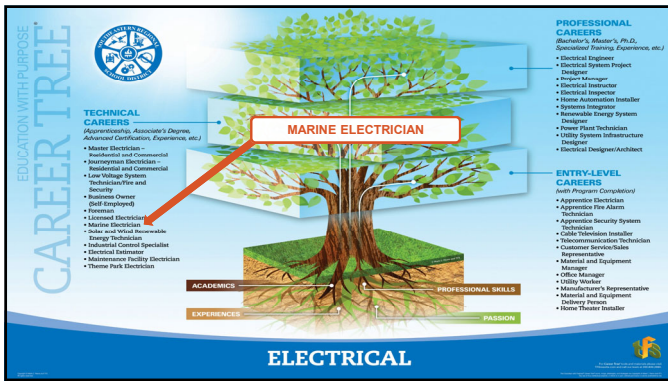
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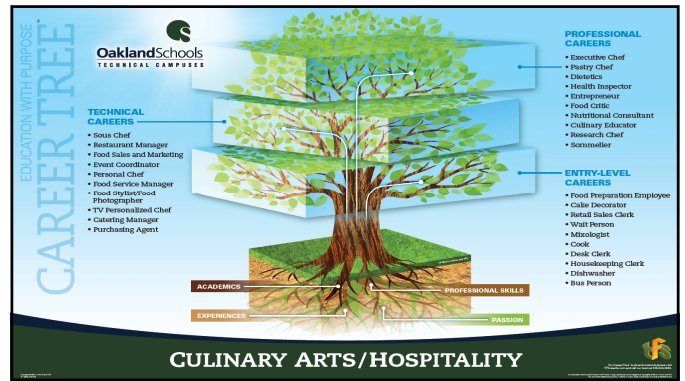
The "For Now" Decision
Dealing With Analysis Paralysis

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Take the experience further with a special gift from Mark

reflective guide on Today's Presentation
BY MARK C. PERNA

Text keyword **UNLEASH** to 33777 now and claim your free gift.

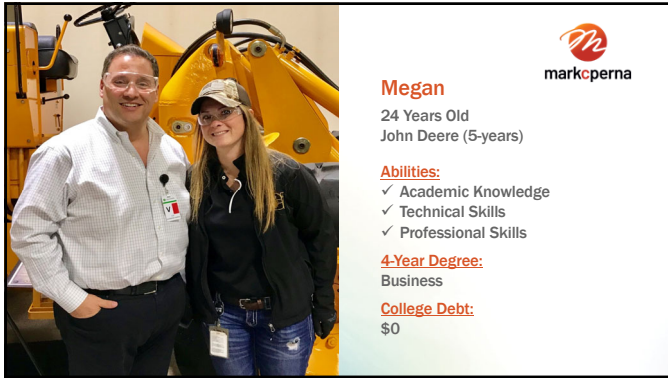
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John Deere Davenport Works
Davenport, Iowa
Manufacturing:
Heavy Construction & Agricultural Equipment

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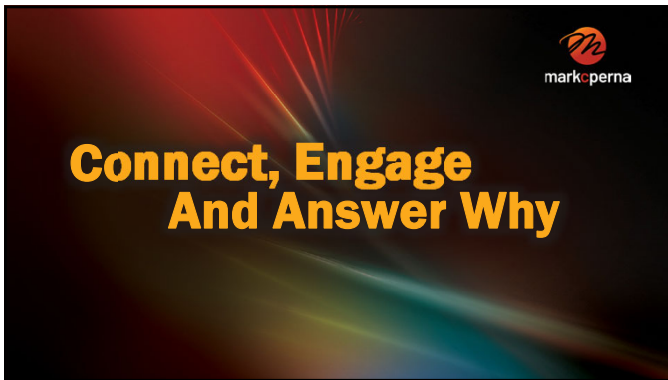
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8th Annual Book Awards

- Independent Press Award Winner: Education
- Independent Press Award Winner: Career
- National Indie Excellence Awards Winner: Business
- National Indie Excellence Awards Winner: Parenting & Family
- National Indie Excellence Awards Winner: Career
- IPPY Silver Award Winner: Parenting
- Axiom Business Book Awards: Human Resources
- Nautilus Award Winner: Relationships/Communication

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Academic Knowledge

Professional/
Life Skills

Technical Competencies

COMPETITIVE ADVANTAGE

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COMPETITIVE ADVANTAGE TRACK™
LEARNING SERIES

Empower young people to build a personal competitive advantage — one skill at a time!

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mark:perna | **COMPETITIVE ADVANTAGE TRACK™**

- **Slice 1:** "Why We All Need a Personal Competitive Advantage (Part 1)"
- **Slice 2:** "Why We All Need a Personal Competitive Advantage (Part 2)"
- **Slice 3:** "Leveraging The Human Connection"
- **Slice 4:** "Building Your Dream"
- **Slice 5:** "The Power of Failure"
- **Slice 6:** "Be Comfortable Being Uncomfortable"

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- Facilitator Reflection
- Discussion Starters
- Supersize Suggestions (Activities)
- Big Picture View

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Academic Knowledge

Professional/
Life Skills

Technical Competencies

COMPETITIVE ADVANTAGE

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COMPETITIVE ADVANTAGE


 **1. SMALL STEPS/CONSISTENCY:**
Building momentum, growing consistency, and owning your future.


 **2. HUMAN CONNECTION:**
Building and maintaining positive relationships with others.


 **3. SELF-MANAGEMENT:**
Effectively regulating emotions, thoughts, and behaviors in various situations.

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COMPETITIVE ADVANTAGE


 **4. EMOTIONAL INTELLIGENCE:**
Understanding and managing your own emotions and those of others.


 **5. COPING:**
Managing stressors and challenges to maintain emotional well-being.

 **6. COMMUNICATION:**
The ability to convey information clearly and effectively.

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COMPETITIVE ADVANTAGE


 **7. ACTIVE LISTENING:**
Fully concentrating and engaging with the speaker.


 **8. EMPATHY:**
Understanding and sharing the feelings of others.


 **9. LEADERSHIP:**
Guiding and inspiring others to work towards a shared vision.

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COMPETITIVE ADVANTAGE


 **10. TEAMWORK:**
Working well with others to achieve a common goal.


 **11. ADAPTABILITY:**
Adjusting to new conditions or changes to plans.


 **12. PROBLEM-SOLVING:**
Analyzing situations and finding solutions to challenges.

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COMPETITIVE ADVANTAGE


 **13. CRITICAL THINKING:**
Evaluating information and arguments logically.


 **14. TIME MANAGEMENT:**
Prioritizing tasks and managing time effectively.


 **15. WORK-LIFE BALANCE:**
Fulfilling school or work responsibilities while also prioritizing personal well-being.

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COMPETITIVE ADVANTAGE

 **16. NETWORKING:**
Building relationships and connections that help both sides.


 **17. CREATIVITY:**
Thinking outside the box to generate new ideas.


 **18. PUNCTUALITY:**
Respecting self and others by consistently being on time.


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COMPETITIVE ADVANTAGE

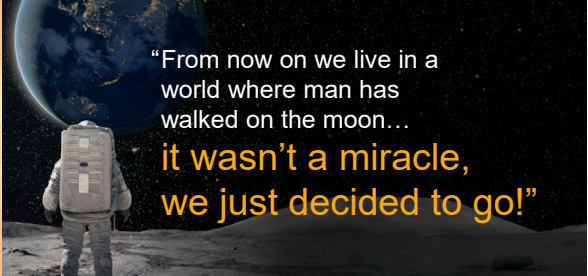

 **19. NEGOTIATION:**
Reaching win-win agreements through respectful dialogue.

 **20. CONFLICT RESOLUTION:**
Navigating and resolving disagreements constructively.

 **21. BULLY-PROOF:**
Resisting, avoiding, or responding to bullying with resilience and confidence.

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Jim Lovell
Apollo 13 Commander



“From now on we live in a world where man has walked on the moon...
**it wasn't a miracle,
we just decided to go!”**

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SHARE YOUR THOUGHTS

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